

Entering the World's Eighth Largest Economy: A Guide to Doing Business in Brazil



Presented by:



Schedule

Huntsville, 11/9/10

- 8:45 – 08:50 Welcome and introduction – Michael H. Johnson, Honorary Consul of Brazil for Alabama
- 08:50 – 09:05 Remarks - Ambassador Adalnio Ganem, Consul General of Brazil, Atlanta
- 09:10 – 09:30 *Doing Business in Brazil* - Robert Stackpole, US Department of Commerce
- 09:35 – 10:00 *How Cultural Intelligence Can Influence your Bottom Line When Negotiating Overseas* - Chris Blazer, Valley Language Services
- 10:00 – 10:10 *Overview of the Brazilian American Chamber of Commerce, Southeast* – Lucia Jennings, President, BACC
- 10:10 – 10:35 *Establishing Academic Interchange with Brazil* - Dr. Ken McNabb, Auburn University
- 10:35 – 11:00 *The Foreign Corrupt Practices Act: Understanding the Rules, Fulfilling the Obligations, and Mitigating the Risk* - Bill Athanas, Waller Lansden Dortch & Davis, LLP
- 11:00 – 11:30 *Regulatory and Legal Aspects of Doing Business in Brazil* - Michael H. Johnson, Johnston Barton Proctor & Rose, LLP

Birmingham, 11/9/10

- 14:00 – 14:05 Welcome and introduction – Michael H. Johnson, Honorary Consul of Brazil for Alabama
- 14:05 – 14:30 *Doing Business in Brazil* - Robert Stackpole, US Department of Commerce
- 14:30 – 14:55 *How Cultural Intelligence Can Influence your Bottom Line When Negotiating Overseas* - Chris Blazer, Valley Language Services
- 15:00 – 15:10 *Overview of the Brazilian American Chamber of Commerce, Southeast* – Lucia Jennings, President, BACC
- 15:10 – 15:35 *Establishing Academic Interchange with Brazil* - Dr. Ken McNabb, Auburn University

- 15:35 – 16:00 *The Foreign Corrupt Practices Act: Understanding the Rules, Fulfilling the Obligations, and Mitigating the Risk* - Bill Athanas, Waller Lansden Dortch & Davis, LLP
- 16:00 – 16:30 *Regulatory and Legal Aspects of Doing Business in Brazil*- Michael H. Johnson, Johnston Barton Proctor & Rose, LLP

Montgomery, 11/10/10

- 09:00 – 09:05 Welcome and introduction – Michael H. Johnson, Honorary Consul of Brazil for Alabama
- 09:05 – 9:15 Remarks - Conselheiro Carlos Vizioli, Consul General of Brazil, Atlanta
- 09:15 – 09:40 *Doing Business in Brazil* - Robert Stackpole, US Department of Commerce
- 09:40 – 10:05 *How Cultural Intelligence Can Influence your Bottom Line When Negotiating Overseas* - Chris Blazer, Valley Language Services
- 10:05 – 10:15 *Overview of the Brazilian American Chamber of Commerce, Southeast* – Lucia Jennings, President, BACC
- 10:15 – 10:40 *Establishing Academic Interchange with Brazil* - Dr. Ken McNabb, Auburn University
- 10:40 – 11:05 *The Foreign Corrupt Practices Act: Understanding the Rules, Fulfilling the Obligations, and Mitigating the Risk* - Bill Athanas, Waller Lansden Dortch & Davis, LLP
- 11:05 – 11:30 *Regulatory and Legal Aspects of Doing Business in Brazil* - Michael H. Johnson, Johnston Barton Proctor & Rose, LLP

About Our Speakers

Adalnio Senna Ganem, Consul-General of Brazil in Atlanta

Ambassador Adalnio Senna Ganem, a career Diplomat, assumed his position as Consul General of Brazil in Atlanta on May 8, 2008. The Brazilian Consulate General is one of Georgia's largest consulates serving the states of Georgia, North Carolina, South Carolina, Tennessee, Mississippi and Alabama.

Ambassador Ganem was born in the State of Bahia. He received his Law degree in Rio de Janeiro and completed diplomatic academy at Instituto Rio Branco, followed by Post Graduate degrees in Economics and Trade at New York University and Instituto Rio Branco.

As first assignments, he served at the Brazilian Mission to the European Communities and at the Brazilian Embassy in Lima. In 1992, he was appointed Director of the Brazilian Trade Bureau in New York. From 1994 to 1998, Ambassador Ganem served as Head of the International and Economic Staff of the Vice-President of Brazil. Later on he was appointed as Minister-Counselor and Charge d'Affaires at the Brazilian Embassy in Paris. From 2003 to 2006 he was the Head of the International Relations Department of the State of São Paulo. In 2006 he was promoted to Ambassador and in the following year he was assigned as Consul General in Atlanta.

Robert Stackpole, United States Department of Commerce

Robert Stackpole works for the United States Department of Commerce, International Trade Administration's U.S. Foreign Commercial Service since 2008. In his role as a Senior International Trade Specialist, Robert is tasked with promoting and protecting U.S. business interests abroad. Robert is stationed at the U.S. Export Assistance Center in Birmingham, Alabama where he is responsible for the northern sections of Alabama. Robert is currently on the U.S. Department of Commerce Aerospace and Defense team as well as the Environmental sector teams and specializes in export compliance. Prior to joining Commerce, Robert worked for several years at the Alabama International Trade Center in Tuscaloosa and prior to that in private industry. Robert is a Certified Global Business Professional and did his undergraduate and graduate studies in International Relations at the University of Alabama with additional graduate coursework at the University of Zagreb in Croatia. Robert speaks Croatian and has moderate Italian and Spanish. A native of New Orleans, Robert lives in downtown Birmingham with his wife and three children, ages 10, 7, and 10 months.

Christopher Blazer, Valley Language Services

Christopher Blazer graduated from Samford University with a BA in History and a concentration in International Relations. From 1998 through 2006, he and his family lived in Brazil where they helped launch and establish a University leadership development program (Campus Outreach International) in Belo Horizonte (population 4 million) at the Federal University of Minas Gerais. The university is ranked fifth in the country for research in medicine, engineering, dentistry and veterinary medicine. Many of the students he has mentored and trained are leaders making positive contributions in education, industry, medicine and athletics. He has presented at an

International Leadership Conference in Thailand with participants representing five continents and seven countries. He is currently a member of the Birmingham International Center and the Brazilian-American Chamber of Commerce. He is currently the Director of Operations for Valley Language Services located in Birmingham, Alabama. The Services include language training in 26 languages, Translation, Interpreting, High School and University Study Abroad Programs as well as facilitating International Business negotiations culturally and linguistically. In May 2011 he will be an adjunct faculty member with UAB facilitating a study abroad program he developed focused on Brazil's world-class and UN recognized Hunger Relief and Food Security program (Fome Zero). He is committed to developing world-class leaders and presently resides in Vestavia Hills. He is married with three children ages thirteen, ten and seven. Susan, his wife, is currently completing her masters in ESL at UAB and teaches in the Birmingham City Schools. They are both active with the international community in Birmingham and seek to promote global awareness with students and educators in K-12 and universities.

Dr. Ken Mc Nabb, Professor and Extension Specialist, School of Forestry and Wildlife Sciences, Auburn University

Dr. Mc Nabb has over 35 years of international education and development experience, with an emphasis on Brazil. He worked for private industry in Brazil for nearly seven years and over the past two decades at Auburn University has led a number of field research teams to the Brazilian amazon, organized and conducted technical forestry tours, arranged for student and faculty interchange with Brazilian universities, and served as an invited speaker to several forestry-related conferences. He teaches a course in International Forestry. Fluent in Brazilian Portuguese, with strong professional and personal ties to the country, he continues to maintain an active program in U.S. / Brazil interaction and exchange. Dr. Mc Nabb also has long-term international experience in Pakistan and Chile as well as short term activities in a number of other countries. He recently served almost three years as the Interim Special Assistant to the Provost of Auburn University, responsible for the immigration compliance and study abroad programs of the University.

Bill Athanas, Waller Lansden Dortch & Davis, LLP

Bill Athanas is Of Counsel at Waller Lansden Dortch & Davis, LLP, and is based in the firm's Birmingham office. He heads Waller Lansden's FCPA Practice Group, and in that capacity serves as primary outside FCPA counsel to publicly traded and privately held companies in a range of industries. His FCPA expertise extends to all facets of the subject, including constructing and enhancing compliance programs, training officers, directors and employees, formulating due diligence strategies, creating auditing and testing protocols, conducting internal investigations related to suspected violations, and responding to government inquiries and prosecutions. In addition to his FCPA practice, Mr. Athanas represents clients in response to criminal and regulatory investigations in the areas of banking, health care, and securities law. Prior to joining Waller Lansden, Mr. Athanas served as a federal prosecutor, first at the Fraud Section of the United States Department of Justice in Washington, D.C. (which oversees all criminal FCPA enforcement nationwide) and later as an Assistant U.S. Attorney in the Northern District of Alabama. In his eight years of service as a federal prosecutor, Mr. Athanas handled countless matters on behalf of the government and has a wealth of experience at all stages of federal criminal proceedings, including grand jury investigations, evidentiary hearings, trials, sentencing, and appeals.

Michael Johnston, Johnston Barton Proctor & Rose LLP

Michael H. Johnson is a member of the Business and Tax Group with the law firm of Johnston Barton Proctor & Rose, LLP, in Birmingham, Alabama. Michael's practice focuses on cross border transactions, inward- and outward-bound transactions in Europe and Latin America in areas of market entry, joint ventures and acquisitions; the sale and distribution of goods, foreign direct investment, economic development, and general corporate and commercial law.

Michael has served as the Honorary Consul of Brazil in Alabama since his appointment in 1995. He is a member of the Board of Directors of the Brazilian American Chamber of Commerce, a member of the Board of the Birmingham International Center, Chairman of the International Business Afterhours, and Co-Chair of the Spanish-Speaking Lawyers Committee of the Alabama State Bar. He began his professional ties with Brazil in 1989 with the law firm of Noronha Advogados in São Paulo. He also later established the Brazilian office for Pfliederer InfrastrukturTechnik, A.G.

His professional experience includes five years as Director of International Development with the Economic Development Partnership of Alabama. He has also worked for the Federation International du Football Association (FIFA), as a FIFA Media Officer in charge of venue media operations, including the FIFA World Cup (France 1998, Korea/Japan 2002, Germany 2006 and South Africa 2010), Confederation Cup (Korea/Japan 2001; Germany 2005), the Sydney Olympics (2000), Womens World Cup and other FIFA tournaments.

Michael obtained his B.A. in International Relations and Spanish from Samford University, completed M.A. coursework in Romance Languages at the University of Alabama, and his J.D. at the University of Miami. He completed additional studies at the Université de Paris I and la Universidad Complutense in Madrid.

Michael speaks Portuguese, French, Italian, Spanish, Catalan and German. He is married with two daughters and lives in Birmingham.

Lucia M. Jennings, Demand Planning Manager, Coca-Cola North America

Lucia Jennings has been working for The Coca-Cola Company for almost 18 years where she held a variety of positions including her most current position of Demand Planning Manager for Sparkling beverages with Coca-Cola North America. Prior to her current role Lucia was a Demand Planning Manager for Evian, Senior Buyer with the Atlanta Beverage Base Plant, and Purchasing Coordinator with Flavor Ingredient Supply.

Lucia is a native of Brazil and during her 30 years of residence in Atlanta, she has been extremely active in the Brazilian American community. In 1987, in an effort to promote Brazilian culture in Atlanta as well as bring together an increasingly large Brazilian immigrant community, she founded the Brazilian American Society. Also in pursuit of these goals, from 1987 through 1996 she promoted events such as Carnival parties, Brazilian holidays and special events. In 1996, she founded the Brazilian-American Chamber of Commerce. She has been on the board of directors of this organization and also has served as President, Secretary and Treasurer. She is currently the President.

Lucia has been featured in several publications, radio and television shows, as a leader of the Brazilian's in Atlanta. Her advice has shaped the way small Brazilian businesses do business in Georgia. In 2005, she launched the Brazil-Georgia Business Resource Book to guide Brazilian-American Companies to do business. Under Lucia's leadership the Brazilian-American Chamber of Commerce of Georgia grew to become one of the most active bi-national chambers in Atlanta. She has been instrumental in bringing to Georgia foreign dignitaries from the former president of Brazil, Honorable Fernando Henrique Cardoso, Brazilian Ambassadors to the United States, and Brazilian Ministers to speak at the Chamber's events. In 2007, Atlanta Magazine named Lucia Jennings as one of the "World Class Fifty-Five of the Most Influential Foreign-Born Atlantans."

Lucia Jennings holds a Master of Business Administration from Oglethorpe University.